

Date: 17 Nov 94 20:17 GMT  
From: LORI.N@AppleLink.Apple.COM (Nelson, Lori,VCA)  
Subject: Internet World Demo: Final  
To: LARRY@wais.com  
Cc: BRUCE@wais.com, CYNDY@wais.com, DIA@wais.com, DAN@wais.com

Hi Larry:

Please disregard previous versions of this message!

Dia and I are putting together a plan for Internet World, which includes a tight, professional booth staffing plan and demo strategy. I asked Bruce last night if one of the sales people could create a 10 minute demo script for the show, and train all the booth staff. The training will happen in dinner meeting Friday before the show, on 12/2.

He suggested you. I said, great!!!

What I have in mind is that we will demo these on-line services:

- TechWeb
- Dow Jones
- EB
- Scholastic

The two messages that we are putting out are: 1) WAIS, Inc. does custom Internet-based services for publishers. 2) The WAIS On-line Publishing System is the key that unlocks the content behind your WEB server. You can bring up what Bruce and I are calling the "point-and-click" dilemma, and explain the benefits of WAIS to the end user and to the publisher. i.e.: The end-user who wants to do serious work on the Internet can get the info he or she really needs (searching functionality to transcend the "point-and-click" dilemma), and the publisher can put up their content w/out the expense of HTML coding, leverage their existing Web server, add "content depth," leverage their existing heterogenous databases, and have a "next generation" Internet presence.

I'd like to have a demo script that puts out these messages. It should be generic enough to cover the services in general, and it should \*clearly address the burning questions\*: What is WAIS anyway? What do you do?

To get you started brainstorming I included a WAIS FAQ I wrote for Mitra and Keira to take to Comdex:

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Q. What does WAIS do?

A. WAIS, Inc. develops and markets the WAIS On-line Publishing System, which allows professional publishers to put their content up on the Internet. We also have a Production Services Group that helps publishers implement our technology, and design custom services.

Q. Is WAIS like Gopher and Mosaic?

A. Gopher is a client like Mosaic, and they both give you access to information on the Internet. WAIS is the power behind the World Wide Web.

Q. Isn't WAIS free?

A. When the President of WAIS originally developed WAIS he distributed it free on the Internet. Two years ago he formed a company and started rewriting the technology for professional on-line publishers like CMP. Now it has very powerful searching and custom features that makes a product like TechWeb possible, and it goes far beyond the free version. Commercial markets require fully supported, fully maintained products with consulting and training services. The commercial version of the WAIS On-line Publishing System addresses these requirements. WAIS, Inc. is also working closely with the freeWAIS movement to ensure compatibility and growth.

Q. How does the WAIS Inc. server compare to the freeware?

A. The WAIS On-line Publishing System combines what has been learned from the freeware release with the founders' expertise in the super computer world. It was developed from scratch as a commercial product, and includes support and maintenance. (Cite a few of the differences from the Commercial vs. Freeware comparison sheet, especially the News Feed and Professional On-line Publishing class of features. Also, the Open Protocols if the customer is sophisticated.)

Q. Isn't WAIS a search engine like Fulcrum?

A. No, WAIS is a publishing system for putting information on the Internet. We have very powerful search capabilities in our software, but there's more to it than that! Fulcrum is actually a partner of ours, and has licensed our protocols.

Q. Is WAIS something that I can buy and use at home?

A. Lucky for you most publishers on the Internet have adopted it as a standard. There are now over 600 WAIS databases on the Internet. What it means for you as a Internet user is that you can search for the exact information that you need and go beyond pointing and clicking on HTML links. Here's how you know when a service is "powered by WAIS..." (show them a page with search fields here.) See, you can type in what you want and get it!!

Q. Is WAIS a contracting company that works for publishers?

A. Not exactly. WAIS, Inc. develops and markets the WAIS On-line Publishing System, which allows professional publishers to put their content up on the Internet. We also have a Production Services Group that helps publishers implement our technology, and design custom services.